

Why promote your assistive listening system?


When an elevator is installed, no one asks why it is needed or how to use it. In comparison, when an Assistive Listening System (ALS) is installed, almost everyone will say, “Huh?”

Many people with hearing loss have never experienced the clarity of hearing through an ALS. Many are unfamiliar with the International Symbol of Access for Hearing Loss that lets them know an ALS is available, and they might not know about telecoils for their hearing aids or cochlear implants. That’s why it’s important to tell users about what you offer to help them hear more clearly.


Add one of these notices to your website

You can copy and then adapt these templates and share them on your website.


Hearing Loop

 <p>HEARING LOOP switch hearing aid or CI to T-coil or ask for headphones</p>	<p>The [redacted] has installed a hearing loop, an assistive listening system for people with hearing loss to hear more clearly. The loop provides clear, customized sound for people who use hearing aids or cochlear implants with telecoils. This system decreases background noise by sending the sound directly into their hearing instruments when listeners easily switch to their telecoil program. People who don’t use hearing aids or who don’t have telecoils in their hearing aids can borrow a receiver and headphones at (insert your service counter location) at no cost. Alternatively, users may bring personal wired headphones to plug into the borrowed receiver (3.5 mm jack). The receivers have a volume control knob.</p> <p>For more information about assistive listening systems, visit www.centerforhearingaccess.org</p>
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FM/RF system

 <p>ASSISTIVE LISTENING SYSTEM headphones or necktops are available or request</p>	<p>The [redacted] has installed an FM/RF broadcast assistive listening system for people with hearing loss to hear more clearly. Receivers may be picked up at (insert your service counter location) and borrowed at no cost. Staff can show you how to select the appropriate broadcast frequency and show you how to use the equipment. The receivers have a volume control knob.</p> <ul style="list-style-type: none"> • <i>For those without hearing aids or who do not have telecoils in their hearing aids.</i> Borrow a receiver and headphones, or bring your personal, wired headphones to plug into the borrowed receiver (3.5 mm jack). • <i>For those with telecoils in their hearing aids/cochlear implants.</i> Pick up a receiver with a neckloop attachment. To access the FM/RF system, switch your hearing instrument to T or Telecoil program. <p>For more information about assistive listening systems, visit www.centerforhearingaccess.org</p>
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IR system

 <p>ASSISTIVE LISTENING SYSTEM headphones or necktops are available or request</p>	<p>The [redacted] has installed an IR [infrared] assistive listening system for people with hearing loss to hear more clearly. Receivers to access the system may be picked up at (insert your service counter location) and borrowed at no cost. Staff can show you how to angle the receivers to receive the line-of-sight signal. and show you how to use the equipment. The receivers have a volume control knob.</p> <ul style="list-style-type: none"> • <i>For those without hearing aids or who do not have telecoils in their hearing aids.</i> Borrow a receiver and headphones, or bring personal, wired headphones to plug into the borrowed receiver (3.5 mm jack). • <i>For those with telecoils in their hearing aids/cochlear implants.</i> Pick up a receiver with a neckloop attachment. To access the IR system, switch your hearing instrument to T or Telecoil program. <p>For more information about assistive listening systems, visit www.centerforhearingaccess.org</p>
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Promoting Your Assistive Listening System, with Checklist

Website Checklist. Are these items included on your website?

Description	Yes	No
Accessibility webpage. An easy-to-find webpage, such as sitename/accessibility .		
Language that is respectful, easy-to-read, and not stigmatizing.		
Symbol. International Symbol of Access for Hearing Loss, aka “blue ear.”		
The type of system available: hearing loop, FM/RF, or infrared.		
The purpose of the assistive listening system, e.g., clarity, improved sound, ADA accommodation.		
Location for users to borrow equipment.		
Equipment availability: receiver, headphones, neckloop, etc.		
Reminder that there is no cost and no need to reserve equipment.		
Instructions on how to use your system with and without a telecoil.		
Resource(s) to learn more: www.centerforhearingaccess.org , takeaway card, ticket insert		
Contact person’s name, email, and phone number , for feedback or questions.		
Inclusion of the term cochlear implants on the webpage and below signage.		
Appreciation to the funders who made the ALS possible.		
Information about your commitment to inclusion .		

Additional Ways to Market Your System

Description	Yes	No
Written meeting announcements, programs, and/or bulletins. “For clearer sounds, this room is equipped with a hearing loop/FM/IR system to enable people with hearing loss to directly link into the PA system.”		
PowerPoint slide. Before the event, include a slide about your ALS, such as the example below.		
Before the program. During spoken announcements, remind people about your system: “Please silence cellphones. And a reminder for people with hearing loss, please see to help you hear more clearly.” This is especially important for family members – they will likely want to help their aging parents.		
Social media. Short testimonial from your users about the life-changing difference an ALS makes.		

Per the [ADA](#), Title II. “Public entities are required to ensure that interested people, including people with hearing impairments, can obtain information as to the ‘existence and location of accessible services, activities, and facilities.’ To ensure that the public can easily identify the ADA Coordinator, the person’s name and contact information must be provided to the public.”

For Title III entities, public notice is a best practice, but not required. However, it helps both the site and the public to provide advanced information on what accommodations are already available. That way, the owner/operators don’t answer the same questions over and over, and users can plan to attend or request something else they might need.



About the Center for Hearing Access

Founded in 2024, the nonprofit Center for Hearing Access is a national advocacy and education initiative of The John G. Shedd Institute in Eugene, OR. We champion and educate users, sites, audiologists, and hearing instrument specialists about all ADA-compliant assistive listening systems and other strategies to increase access to theaters, libraries, conferences, government offices, courtrooms, places of worship, and other public and private spaces. Effective hearing access can be life-changing for people with hearing loss to maintain community engagement.

Reviewed by Juliëtte Sterkens, AuD

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